



USAGE GUIDELINES

Title Treatment, Font & Billing Block (p. 3)

One Sheets (p. 4)

Main 1sht

Main Quad

Available on Adstream Available on Adstream

NOTE: This is the main and only key art. If you wish to remove the NYT Bestseller tag, you may or replace it with wording that woks in your market.

If you wish to add Jojo Moyers name above title, it has to remain the same font/ size/ color as it appears in the billing block.

In Theater

There is a vertical banner using the Main art in development as well as a flat panel standee.



TITLE TREATMENT



FONT

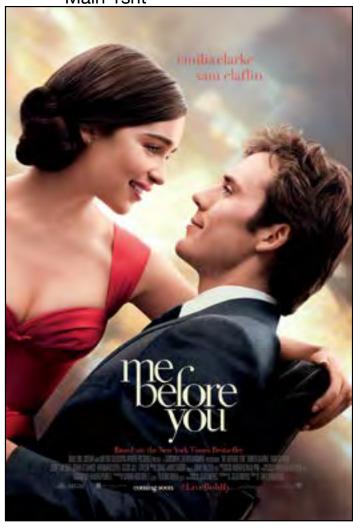
Didot

BILLING BLOCK

The latest billing block on ADSTREAM is "05Jan16 Dom Billing Block MEB4U". File includes the billing setups for all print material that requires billing.



Main 1sht



ONLINE DEBUT: February 2, 2016
AVAILABLE ON ADSTREAM:
February 4, 2016 NOTES:

Main Quad



NOTE: if using billing in Outdoor, the billing block must be 35% AW title and the Director's credit must be boxed.

If you included Jojo's AW credit in Outdoor than the billing block must match Jojo's AW credit in size & style.